

Integrator

POTSDAM, N. Y. SATURDAY, NOV. 23, 1957

The Voice of the Northern Twin Colleges Resumes Broadcasting

During this past week, WNTC has once again resumed its broadcasting schedule. As most of you know, the campus station was forced to go off the air during the second semester of last year, and has not resumed its operations until this past week.

For those of you who are not familiar with this organization, a little background information is offered at this point. WNTC was formed ten years ago. The station is managed and operated by the students of both Clarkson and PSTC. During this ten year period, WNTC has boasted one of the largest memberships among all of the organizations on both campuses. It has, until this year, been entirely self supporting. Until this year, all of the funds necessary to cover the operating expenses of the station have been obtained from the advertising fees acquired from the sale of air time to the local merchants.

Many of you are probably not aware of the circumstances that led to the closing down of operations last year. The campus station was putting out more power than its license permitted. The FCC discovered the situation and told the station that it must close down or lose its license. The management of WNTC had no alternative but to discontinue operations for the remainder of the school year.

The station is managed and operated entirely by students. The station is managed by an executive board made up of various representatives who are elected to the board by the members of the organization. This board is headed by the president of the station, Charles Fish, a senior at Clarkson. The successful operation of the station is in the hands of the operations board. This group is headed by the station manager, Norman Levine, a junior EE. The membership of the operations board consists of the heads of the various departments within the organization. It is the responsibility of this group to ensure the proper functioning of the station.

Up until this year, WNTC has

been self supporting. This year, however, the station found it necessary to go to both schools for funds to cover the operating expenses. Clarkson's COSO has given the station \$745. PSTC could offer nothing but its moral support. With this sum of money and the fees that will be obtained from advertising, the campus station is looking forward to a very successful year.

This year, the emphasis will be on quality instead of quantity. As an indication of this trend, the station is being very discriminating as to the choice of programs that will be offered to the listening audience. Also, all programs must be scripted before air time in order to eliminate dead air time during the performance. The station will be on the air seven nights a week. Over the weekends, there will be more air time. The accent will be on music this year. All of the home hockey games and some of the away games will be carried by WNTC. There will be regular news broadcasts during the evening. A further indication of the improved quality of the broadcasts is evident in the coverage of the hockey games. Con Iliot, the veteran sportscaster, will broadcast these games. He will also train the student sportscasters.

The limited amount of air time is due only to the lack of programs to put over the air ways. Since the station intends to be highly selective as to the programs aired, they in turn must have a large selection to choose from. They are looking for more programs and more people to work at the station. They would appreciate any help that they can get. Remember, it's your station and is only as good as you make it.

With all things taken into account, the staff of the station is looking forward to a very successful year and they will no doubt live up to their expectations.